R E P O R T R E S U M E S

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MEDIA DEMONSTRATION AND WORKSHOP FOR FACULTY MEMBERS OF TEACHER EDUCATION INSTITUTIONS. FINAL REPORT.

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SPECIFIC PURPOSES OF A CONFERENCE TO IMPROVE PRESERVICE EXPERIENCE OF TEACHER TRAINEES WERE (1) TO DEMONSTRATE APPLICATIONS OF MODERN COMMUNICATIONS MEDIA TO EDUCATION AND TO SHOW THE IMPLICATIONS OF THESE MEDIA FOR TEACHER EDUCATION AND (2) TO PROVIDE OPPORTUNITY FOR FACULTY MEMBERS OF TEACHER EDUCATION INSTITUTIONS TO WORK WITH AND TO INCREASE COMPETENCY IN THE USE OF NEW EDUCATIONAL MEDIA. THE CONFEREES PARTICIPATED IN ACTIVITIES WHICH INCLUDED--(1) A GRAPHICS LABORATORY, (2) AN EQUIPMENT LABORATORY WITH AN ASSORTMENT OF AUDIOVISUAL EQUIPMENT, (3) A REFERENCE CENTER, AND (4) FILM DISCUSSION GROUPS. (JC)

ED003783

B-222

REPORT

MEDIA

demonstration and workshop

CONDUCTED BY
THE
FLORIDA
STATE
DEPARTMENT
OF
EDUCATION
under contract with
THE
UNITED
STATES
OFFICE
OF
EDUCATION
host institution
THE UNIVERSITY OF FLORIDA
GAINESVILLE, JANUARY 25-30, 1962

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Office of Education
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FINAL REPORT

Media Demonstration and Workshop

for

Faculty Members of Teacher Education Institutions (Conference).

conducted by

Florida State Department of Education

under contract with

U. S. Office of Education
Department of Health, Education, and Welfare

at the

University of Florida
Gainesville, Florida

January 25-30, 1962

ED003783

CONTENTS

FOREWORD

ADVISORY COMMITTEE 1

PURPOSES 3

RECOMMENDATIONS 4

SUMMARY OF CONFERENCE PROGRAM 6

CONFERENCE SCENES 7

BACKGROUND AND PLANNING 10

PROGRAM SUMMARY 13

AVAILABLE FILM RECORDINGS 17

FISCAL AND ADMINISTRATION 18

PROCEDURES AND FORMS 18

EVALUATION 21

FOREWORD

Group discussions concerning the relationship of new, fast-developing communication media to the process of education are becoming increasingly numerous. Education as a major communicating force in a free society must recognize and meet forthrightly its responsibility for understanding and using the new media.

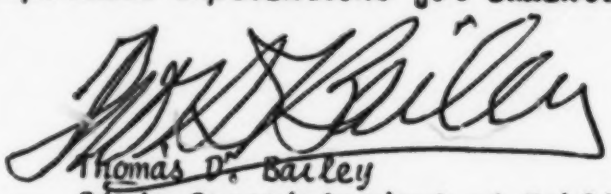
The Media Demonstration and Workshop held in January, 1962, at the University of Florida represents one serious attempt by educators to investigate the nature and potential of the new automated techniques. Recognizing its leadership responsibility, the Florida State Department of Education, under contract with the Unites States Office of Education, has acted to provide an opportunity for selected educational personnel in Florida to learn about and experiment with the new media.

The amount of thought and planning which went into the program are reflected in the high quality of the accomplishments of the group. This record of the Conference shows convincingly that a helpful program of varied activities served to acquaint the participants, whose influence on teacher pre-service and in-service training is substantial, with the promise and potential of automation for educational purposes.

Meetings of this kind not only serve their declared purposes but also produce such interesting by-products as a strong interest in holding similar conferences in the future and a desire to continue and expand orientation and investigation individually. In this way the beneficial effects of the Conference are preserved and extended.

I hope that as an outgrowth of this Conference a number of equally well-planned and well-executed demonstrations, workshops, or other types of training sessions may be undertaken in the immediate future in the same area. It is my earnest desire that teachers of superior ability, specialists in various curricular areas, supervisory personnel, and key administrators may have an opportunity through further efforts of this type to obtain and develop additional knowledge, more refined techniques, and an overall understanding of these burgeoning new communication media.

I view with pride the achievement of those who participated in the Media Demonstration and Workshop, and I am encouraged by the indications contained herein of their personal growth and the important implications for education which this growth suggests.



Thomas D. Bailey
State Superintendent of Public Instruction

ADVISORY COMMITTEE

The Advisory Committee met twice, once on August 21, 1961, to plan the conference and again on March 8, 1962, to review the project and adopt this report. Its members were intimately involved through working assignments in the conduct of the project.

University of Florida
- Dr. J. B. White, Dean, College of Education
- Dr. Charles A. Cate, Professor of Audio Visual Education
- Dr. Kimball Wiles, Chairman, Division of Curriculum and Instruction, College of Education
- Dr. Kenneth A. Christiansen, Director of Television

Florida State University
- Dr. Mode L. Stone, Dean, School of Education
- Dr. Otis McBride, Head, Audio Visual Department

University of South Florida
- Dr. J. A. Battle, Dean, College of Education
- Dr. G. C. Eichholz, Director of Educational Resources

University of Tampa
- Dr. Roy E. Dwyer, Director of Teacher Training

Florida Southern College
- Mrs. Edith Roberts, Assistant Professor of Education

University of Miami
- Dr. John R. Beery, Dean, School of Education

Stetson University
- Dr. Ray V. Sowers, Chairman, Division of Education

Barry College
- Sister James Claudia
- Sister Marie Claudia

Rollins College
- Miss Audrey Packham, Professor of Education

University of Jacksonville
- Dr. R. Lee Goulding, Head, Department of Education

Florida Educational Television Commission
- Mr. James Etheridge, Executive Secretary

State Department of Education
Dr. J. T. Kelley, Director, Division of Teacher Education, Certification, and Accreditation
Dr. Sam H. Moorer, Director, Division of Instructional Services
Dr. Robert D. Gates, Coordinator, National Defense Education Act
Miss Audrey Newman, Consultant, Instructional Materials

Teacher Education Advisory Council
Dr. J. Paul Reynolds, Dean, College of Arts and Sciences, Florida State University

PROJECT STAFF

Project Director
Mr. Barry Morris, Consultant, Audio Visual Education, State Department of Education

Fiscal Administrator
Mr. Philip S. Shaw, Assistant Director of Finance, State Department of Education

SPECIAL ASSIGNMENTS

Local Arrangements
Dr. J. B. White, Dean, College of Education, University of Florida
Dr. Charles A. Cate, Professor of Audio Visual Education, University of Florida

Television Production
Dr. Kenneth A. Christiansen, Director of Television, University of Florida

TV Production Staff
Dr. May Burton, WUFT, University of Florida
Mr. John R. Haney, WUFT, University of Florida
Mr. James K. Peterson, WUFT, University of Florida
Mr. G. W. Gilstrap, WUFT, University of Florida
Mr. John Thorne, WUFT, University of Florida

Film Discussion Sessions
Dr. Otis McBride, Head, Audio Visual Department, Florida State University

Graphics Laboratory
Mr. Arthur Smith, Johnson City, New York
Mr. Richard Sinclair, Graphics Specialist, State Department of Education

Audio Recording
Mr. Raymond Dunmire, College of Education, University of Florida

Equipment Laboratory
Mr. Walter Melko, College of Education, University of Florida
Mr. Larry Denslow, College of Education, University of Florida

Registration
Mrs. Betty Bass Jones, College of Education, University of Florida

PURPOSES

The Media Demonstration-Workshop was focused on teachers of educational methods courses with the ultimate aim of improving the pre-service experience of teacher trainees in utilizing the newer media. Specific purposes were:

To demonstrate some of the significant applications of modern communications media to education and to show the implications of these media for teacher training.

To provide opportunity for faculty members of teacher-education institutions to work with and to increase competency in the use of new educational media.

To carry out the first of these purposes, nineteen speakers and demonstrators were selected from the country at large to provide major presentations at the conference. Presentations were scheduled at the rate of two to four each day, beginning Thursday, January 25, and continuing through Tuesday, January 30, 1962. Each individual presentation was followed by a question and discussion period, in which all members of the conference could participate. The conference was organized into eleven general sessions and five workshop periods. Each of the general sessions was chaired by a different person -- usually a dean of education from one of the teacher training institutions -- who directed the session and served as discussion leader.

No attempt was made to accord all forms of educational media equal treatment or to give equal treatment to every subject area within the curriculum. Major topics for demonstration and discussion in the general sessions included educational television, overhead projection, programed learning, cross media utilization at successive levels in the elementary and secondary schools, use of audio materials and the tape recorder, and special applications in science, mathematics and English composition. Major addresses focused upon the relationship of the new media to learning theory, a description of the new media program of the United States Office of Education, a consideration of the broad function of teacher education in relation to the new media, and an analysis of the acceptance-rejection theory in relation to implementing the new media.

The second major purpose of the conference, that of providing opportunity for practice and experience with the new media in a workshop situation, was achieved through a period of concurrent activities each afternoon:

1. A graphics laboratory staffed with a professional consultant and a graphic artist was maintained for use by workshop members in designing and producing overhead transparencies and similar materials. Workshop members were encouraged to use this facility for producing teaching aids relating to their respective areas of special interest.

2. An equipment laboratory with graduate students in attendance provided workshop members with an opportunity to investigate and to practice with a comprehensive assortment of audio-visual equipment, including projectors, recorders, teaching machines, and a closed circuit television camera.

3. A reference center containing a collection of literature on educational media and an assortment of instructional films was provided for browsing and previewing by members of the workshop.

4. Film discussion groups were in session each afternoon for screening selected films dealing with educational media techniques.

Selection of one or more of these four activities was a matter of choice for the individual conferee.

Organized social activities consisted of an opening coffee round-up on the first morning and two subsequent dinners, both with musical and dramatic entertainment.

RECOMMENDATIONS

The Advisory Committee met in Tallahassee on March 8, 1962, to review the evaluation report and the rough draft of the final report of the Conference. It developed and adopted for inclusion in this report the following recommendations:

1. Workshop and demonstration activities of the type carried out in this conference should be continued. The scheduled activities at such workshops should include evening meetings and a greater number of concurrent activities so that the total program may be accomplished in fewer days than were required by the workshop just completed.

    a. In future demonstration-workshops the portion of the program given over to practical experience in small groups should be more formally organized so that each member is specifically scheduled into graphics laboratories, equipment laboratories, discussion groups, and similar kinds of active participation.

    b. There should be more new experimental devices on display for investigation by workshop members.

2. A work conference should be scheduled within the next six months to provide an opportunity for persons responsible for teacher-education programs in Florida to work together to develop plans for including more effective training in the use of the new media in the programs of pre-service teacher education. This conference should be conducted as a sequel to and an extension of the demonstration-workshop of January 25-30, 1962, under the coordination of the State Department of Education with an additional grant from the United States Office of Education, if possible.

3. The requirement of specific courses in audio-visual education or in educational media as part of the state teacher certification program should be referred to the Teacher Education Advisory Council as a topic for study.

4. Resource centers for research and development in the new media and for demonstration or study of new media devices and techniques should

be established at the state level. These demonstration centers should also provide dissemination services through a network of agencies at national, county, and local levels.

5. The Unites States Office of Education is urged to develop a professional position paper and status report on the new media in programs of teacher education. It is anticipated that a statement of position as to the proper role of the new media in teacher education would provide a valuable guide to many institutions which are actively considering revision of teacher-education programs in this area.

6. Demonstration-workshops should be organized for teachers-in-service at county and regional levels within the state. These meetings should be shorter in length but would follow a plan similar to the recent demonstration in Gainesville and should be planned with full knowledge of the evaluation results of similar efforts, such as the Texas Demonstration Program conducted during the Fall of 1961.

SUMMARY OF CONFERENCE PROGRAM

Thursday	Friday	Saturday	Sunday	Monday	Tuesday
M O R N I N G					
REGISTRATION 1st Session Address - "New Media & Learning Theory", Stone Demonstration - "Visual Techniques in Teaching Composition", Peterson	3rd Session Address - "New Media in Teacher Education", Rivlin Demonstration - "Integrated Cross Media Use" Mars, Oxhandler, & Cox	5th Session Demonstrations - "Cross Media in Primary Grades", Millman "New Media in Upper Elementary Grades", Powell		8th Session Demonstrations - "Cross Media Techniques in Biology", Johnson "Demonstrations in PSSC Physics", Kowalchuck "Manipulative Materials in Mathematics", Kidd	10th Session Address - "Acceptance-Rejection Theory in New Media", Eichholz Demonstration - "Blue Skies in Media Development", Lewis
A F T E R N O O N					
2nd Session Demonstration - "Overhead Projection", Carlin & Smith Concurrent Activities - Graphics Lab. Equipment Lab. Reference Center Film Discussions	4th Session Graphics from the Lab., Hunt Demonstration - "Creative Use of Tape Recorder", Byrn Concurrent Activities - Graphics Lab. Equipment Lab. Reference Center Film Discussions	6th Session Graphics from the Lab., Hunt Demonstration - "Classroom Use of Television", Wrye Concurrent Activities - Graphics Lab. Equipment Lab. Reference Center Film Discussions	7th Session Graphics from the Lab., Smith Film Screening, McBride Concurrent Activities - Graphics Lab. Equipment Lab. Reference Center Film Discussions	9th Session Demonstration - "Programed Learning", Komoski Concurrent Activi- Graphics Lab. Equipment Lab. Reference Center Film Discussions	11th Session Panel - "Reactions and Recommendations", Dwyer, Ahrens, Allen & Roberts Evaluation - Moorer Adjournment
E V E N I N G					
Banquet Entertainment			Dinner Entertainment		

CONFERENCE SCENES

"Good visuals are the products of a happy union of imagination and skill." (Mary Alice Hunt, Irene Etter)

Creativity was the focus in the graphics laboratory (Dick Sinclair)

"Automated Instruction is education's answer to the problem of coffee breaks." (Bob Cox, Kathryn Carlin, Elizabeth Boone)

CONFERENCE SCENES

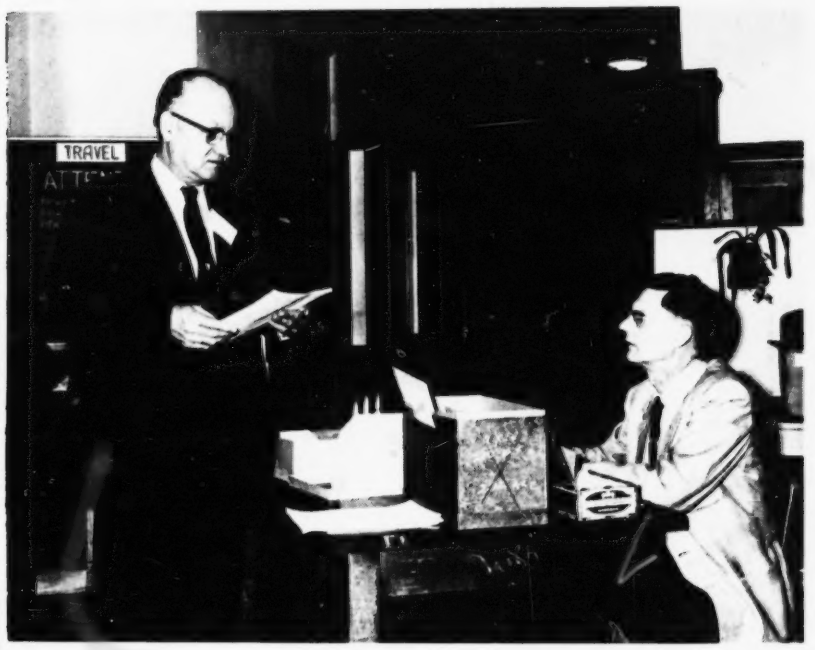
Ken Christiansen (right): "But, as a studio teacher, you don't have to blow their noses." (John Haney, Edith Roberts)

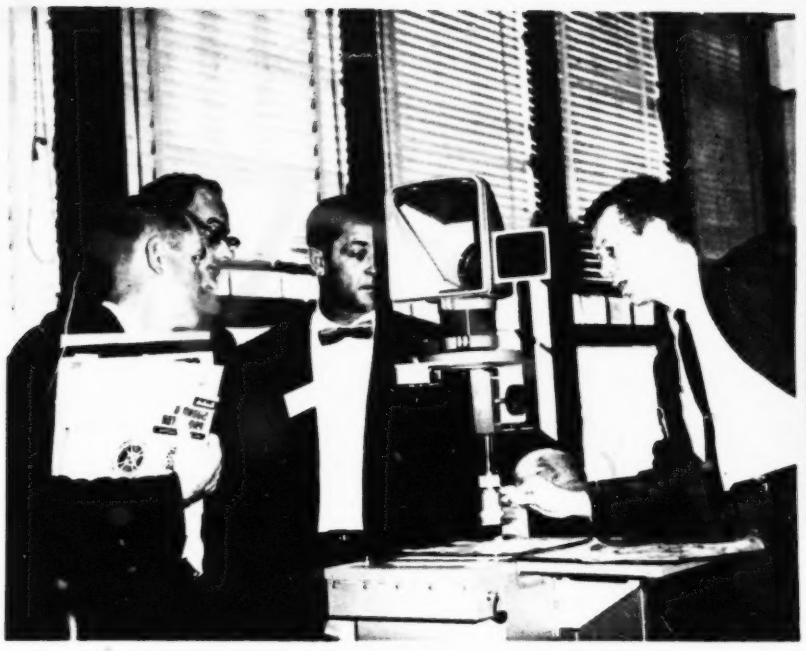
Edwin Peterson discusses visualized teaching of composition with Mustapha Badawy Abu – Zahr of Lebanon.

And there were college presidents: J. Wayne Reitz, University of Florida, and Harry N. Rivlin, New York City College.

CONFERENCE SCENES

Phil Shaw (right): "A strict diet does not entitle you to a discount on the banquet ticket." (Charles Cate, left)





"Well, there's this series of mirrors – – – – – – – "

Left to right – –
Jerry Mars: "Hmmmmmm – – – –"
Bill Quinly: "Hmmmmm – – – –"
Gene Oxhandler: "Read this"
Ina Thompson: "But they were right side up when I loaded the magazine."

Kenneth Kidd: "The Martians have seven fingers and a number system based on squiggles which they teach with the aid of an underhand projector."

BACKGROUND AND PLANNING

The Florida Teacher Education Advisory Council, at a meeting in Clearwater on March 27, 1961, discussed the problem of providing adequate teacher training in the new media. In the course of this meeting Dr. Kimball Wiles, of the University of Florida, suggested that the State Department of Education hold a workshop of one or two weeks duration for faculty members of teacher-education institutions in order to provide an up-to-date review of recent developments and current practices in the application of new educational media to public school instructional programs.

On April 24, State Superintendent Thomas D. Bailey expressed a concern for media training in addresses before the Association of Chief State School Audio-Visual Officers and the Department of Audio-Visual Instruction at their joint annual convention in Miami Beach. He pointed out that the demands upon public education are increasing and that the new media hold great potential for helping to meet these demands. Furthermore, if we are to implement these new media wisely, it is important that careful attention be given to them in the pre-service training of teachers. Since much of the development of the new educational media has occurred quite recently, faculty members of teacher-education institutions are heavily taxed to maintain a comprehensive and up-to-date view of these developments to the degree that they can be adequately incorporated into teacher-education programs.

To examine further this problem and to consider possible action on it, a conference was held at the University of Florida on May 2, 1961, with representatives of the United States Office of Education, the University of Florida, and the Florida State Department of Education. As a result of this conference, a contract was negotiated between the United States Office of Education and the Florida State Department of Education to conduct a Media Demonstration-Workshop for faculty members of Florida teacher-education institutions to be held at the University of Florida. An excerpt from this contract setting forth the plan of operation follows:

PLAN OF OPERATION, DATED MAY 4, 1961, FOR "AN EDUCATIONAL MEDIA DEMONSTRATION-WORKSHOP FOR FACULTY MEMBERS OF TEACHER-TRAINING INSTITUTIONS"

Section 731 of Part B of Title VII of Public Law 85-864 directs the Office of Education "to disseminate information concerning new educational media to State or local educational agencies for use in their public elementary or secondary schools, and to institutions of higher education."

The Commissioner of Education recognizes this responsibility and wishes to provide advice, counsel, technical assistance, and demonstrations to State or local educational agencies, as authorized in Section 731(3) of Public Law 85-864.

To this end, the Office of Education wishes to have conducted an educational media demonstration-workshop for faculty members of teacher-training institutions in the State of Florida as one of a series of State pilot projects demonstrating unique approaches to the more effective training of teachers in the use of new media resources.

Pursuant to Section 731(5) of Public Law 85-864, the Office of Education believes that such a demonstration-workshop should be conducted under the auspices of a public agency and notes that the State of Florida Department of Education has evidenced its interest and qualifications for performing this service. The State of Florida Department of Education has submitted a plan of operation dated May 4, 1961. This plan is essentially as follows:

Purpose: To demonstrate some of the more significant applications of modern communications media to education and to show their implications for teacher training.

Audience: Faculty members of teacher-training institutions, especially those teaching general and special method courses.

Vehicle: A 1-week demonstration by media specialists of outstanding ability consisting of a series of perhaps two major demonstrations a day for five days, interspersed with discussions and consultations between demonstrators, consultants, and members of the audience.

Time and Location: Approximately January or February, 1962, at an educational media center in one of Florida's institutions of higher education. The University of Florida has indicated willingness to host the meeting, although timing may make it necessary to locate the demonstration at Florida State University at Tallahassee or the University of South Florida at Tampa.

Control and Planning: An advisory council including representatives of each teacher-training institution, representatives of the Teacher Education Advisory Council, representatives of the State Department of Education, and selected out-of-State representatives.

Anticipated Outcomes: Improved use of new educational media by faculty members in teacher-training institutions so that communication of content in these courses is enhanced and so that prospective teachers will be led to a better understanding and use of the new media through precept and example.

A better understanding of the new media on the part of members of the Teacher Education Advisory Council who will be currently engaged in a study for improving media training for public school teachers.

Development of a broader understanding of media training as it relates to current studies of the American Association of Colleges for Teacher Education.

Better understanding and wider dissemination of the more significant findings of recent research in the new media.

Report: A report will be prepared as a follow-up to the project and considered by the Advisory Council at a meeting following the demonstration when it will evaluate the project, adopt the report, and make any suggestions for future demonstrations of this type which may be indicated.

Kinescope Recordings: In addition to a written report, the project will capture on film, through TV techniques and kinescope recordings, some of demonstrations which will be brought in for the project. Ken Christiansen at WUFT in Gainesville will ask a few selected demonstrators to repeat their presentation in the studios of WUFT so that they can be recorded on video tape and

later transposed into 16 mm. kinescope form. These will be used in follow-up activities by the State Department of Education.

Evaluation and Follow-up: The State Department of Education will interview participants following their return to ascertain value of the workshop for those who attended. In addition, records will be kept of those who request use of the demonstration kinescopes and of the use made of them.

Time Schedule:

1. Advisory Council to meet by mid-September 1961 to finalize plans.
2. October 1-15. Mail program and registration to institutions.
3. November 15. Participants to be notified of selection.
4. January 15, 1962. Final mailing of demonstration-workshop materials.
5. Mid-February. Demonstration workshop meeting.
6. March 1. Meeting of Advisory Council to plan report and follow-up evaluation activities.
7. June 15. Final report.

The Florida State Department of Education has submitted a budget estimate in the amount of $21,326 for expenses necessary to the completion of the work above described. This estimate is as follows:

Advisory Council	
Travel for 15 members - $870	
Per diem, 2 days, 15 members @ $12.50 - $375	
2 meetings @ $1,245	$2,490
Administration*	
Communications (phone, postage, telegraph)	250
Duplication services and supplies	200
Travel for project director to participating institutions	300
Per diem for project director, 14 days @ $11	154
Clerical services, 100 hours @ $2	200
Photo and TV Production	
Photo coverage for reporting	100
Video recordings and kinescopes of four demonstrations, 30 minutes each	2,000
Demonstrations	
Consultant fees, 9 demonstrations @ $200	1,800
Demonstration materials for Florida demonstrators	400
Travel for demonstrators, 9 demonstrators @ $200	1,800
Per diem for demonstrators, approximately 48 days @ $12.50	600
Participants Expense	
75 @ $12.50 per day, 6 days, flat rate of $75 each	5,625
Travel, average $35 (10¢ per mile or first-class fare)	2,625
Total Direct Costs	$18,544
Indirect Costs, @ 15% of total direct costs	2,782
TOTAL	$21,326

*Professional staff of State Department of Education to be assigned to project at no cost to Government.

Under the terms of the contract an advisory committee representing the State Department of Education, the Teacher Education Advisory Council, and the several teacher-training institutions in Florida was called together in Tallahassee September 21, 1961, to consider plans for the Demonstration-Workshop. The Workshop was scheduled for January 25-30, 1962, at the University of Florida.

PROGRAM SUMMARY

THURSDAY MORNING

ADDRESS: "The New Media Program and Learning Theory"
Dr. C. Walter Stone, Director, Media Branch
U. S. Office of Education

Dr. Stone described the work of the Educational Media Branch of the United States Office of Education in conducting research and dissemination activities in the new media unter Title VII of the National Defense Education Act. He summarized significant aspects of learning theory in relation to recent media research and development activities.

DEMONSTRATION: "Visual Techniques in Teaching Composition"
Dr. Edwin L. Peterson, Professor of English
University of Pittsburgh

Dr. Peterson gave a graphic demonstration of a number of ingenious techniques developed and used by him in the teaching of English composition at the University of Pittsburgh. His methods centered upon the use of large transparencies and overlays with the overhead projector.

Discussion

THURSDAY AFTERNOON

DEMONSTRATION: "Overhead Projection"
Miss Kathryn L. Carlin, Audio Visual Supervisor
Dade County Schools
Mr. Arthur B. Smith, Ozalid Company, Johnson City,
New York

Miss Carlin and Mr. Smith gave a comprehensive demonstration of many applications of the overhead projector in elementary and secondary instruction. They emphasized techniques and materials for use by teachers in preparing their own overhead projectuals locally.

Discussion

Concurrent Activities

Graphics Laboratory
Equipment Laboratory
Reference Center
Film Discussions

FRIDAY MORNING

ADDRESS: "The New Media in Teacher Education"
Dr. Harry N. Rivlin, The City College, New York

Dr. Rivlin presented a discussion of the responsibility of those engaged in teacher education for ensuring that the new instructional media are utilized most effectively. He analyzed and evaluated the psychological and educational questions involved in the use of the new media.

Discussion

DEMONSTRATION: "Integrated Cross Media Use"
Eugene K. Oxhandler, Walter J. Mars, and Robert A. Cox,
Syracuse University Demonstration Team

This was a team demonstration involving the use of five projectors and three screens. Basic media were overhead transparencies, 2 x 2 slides, and 16mm. motion pictures. The content of the demonstration provided rationale for audio-visual communications and a description of the philosophy basic to their use. This was further illustrated by a summary review of instructional media applications in public schools and universities. The Syracuse team has prepared a package of audio-visual materials based upon their demonstration, and this package is now available for purchase from the Syracuse University Audio-Visual Center.

Discussion

FRIDAY AFTERNOON

FROM THE LAB: Miss Mary Alice Hunt, Florida State University

Miss Hunt demonstrated specific materials for illustrating the content of teacher-education courses. She showed materials which have been developed in her own laboratory at Florida State University and other materials which were developed at the conference in the graphics laboratory by members of the workshop sessions.

DEMONSTRATION: "Creative Use of Tape Recorder"
David L. Byrn, Royal Palm School,
Phoenix, Arizona

Mr. Byrn illustrated several instructional techniques based upon the use of the tape recorder including foreign tape exchanges, development of listening skills, student-produced dramas, and surprise techniques.

Discussion

Concurrent Activities

Graphics Laboratory
Equipment Laboratory
Reference Center
Film Discussions

SATURDAY MORNING

DEMONSTRATION: "Cross Media, Primary Grades"
Miss Ellen Millman, Maryland School
Clayton, Missouri

Miss Millman gave an illustrated report and analysis of the use of slides, opaque projection, pupil's recordings, field trips, and photography in the study of a second grade unit on milk and the dairy.

Discussion

DEMONSTRATION: "New Media in the Upper Elementary Grades"
Mrs. Johnnie Payne Powell, Taylor School
Arlington, Virginia

Mrs. Powell demonstrated the use of audio-visual media in the upper elementary grades with special stress upon group work in social studies. She brought in tape recordings of oral reports and discussions, color slides, charts, and other samples of pupils' work.

Discussion

SATURDAY AFTERNOON

FROM THE LAB: Miss Mary Alice Hunt, Florida State University

DEMONSTRATION: "Use of Television in the Classroom"
Mrs. Audrey Wrye, Elementary Supervisor
Houston, Texas

Mrs. Wrye described the basic values of television as an instrument for bringing information into the classroom and as an instrument for pupil participation in interpreting school programs to the community. She illustrated her presentation with excerpts from her award-winning "Art Cart" program and other materials.

Discussion

Concurrent Activities

Graphics Laboratory
Equipment Laboratory
Reference Center
Film Discussions

SUNDAY AFTERNOON

FROM THE LAB: Arthur B. Smith, Ozalid Company

FILM SCREENING: Dr. Otis McBride, Florida State University

Discussion

Concurrent Activities

Graphics Laboratory
Equipment Laboratory
Reference Center
Film Discussions

MONDAY MORNING

DEMONSTRATION: "Cross Media Techniques in Biology"
Mr. Kenneth Johnson, Staples High School,
Westport, Connecticut

Mr. Johnson's presentation concentrated upon the use of a variety of audio visual media in the teaching of the digestive system in biology.

Discussion

DEMONSTRATION: "Visual Demonstrations in PSSC Physics"
Mr. Anatole Kowalchuk, Miami Edison High School
Miami, Florida

Mr. Kowalchuk gave a demonstration on laboratory techniques used in PSSC Physics courses. He used several media of instruction with primary emphasis on the overhead projector. With it he demonstrated projection of magnetic fields, wave patterns in a ripple tank, compass action, various meters, mathematical formuli, and other special adaptations.

DEMONSTRATION: "Manipulative Materials in Mathematics"
Dr. Kenneth Kidd, University of Florida
Gainesville, Florida

Dr. Kidd demonstrated a wide variety of devices for concrete illustrations of mathematical abstractions. He developed concepts of area, volume, multiplication, map projection, number bases, geometric forms, and proportional relationships with the aid of original transparencies, mechanical models, mock-ups, and graphic materials.

Discussion

MONDAY AFTERNOON

DEMONSTRATION: "Programed Learning and Self-Learning Devices"
Mr. Kenneth Komoski, Center for Programed Instruction
New York, New York

Mr. Komoski presented a description of the development of programed instruction as a new form of instructional prose. He analyzed psychological bases and current techniques in programing and illustrated some of these with sequences on 2 x 2 slides.

Discussion

Concurrent Activities

Graphics Laboratory
Equipment Laboratory
Reference Center
Film Discussions

TUESDAY MORNING

ADDRESS: "Acceptance-Rejection Theory in Utilization of New Media"
Dr. Gearhardt C. Eichholz, University of South Florida
Tampa, Florida

Dr. Eichholz developed a theory of adoption-rejection of educational innovations in the media field. His illustrated lecture was based upon a recent investigation into the thinking of professional educators as they become acquainted with the new innovations, consider the value of these innovations in terms of their own personal and professional value system, and eventually adopt or reject the innovation.

Discussion

DEMONSTRATION: "Blue Skies in Media Development"
Dr. Philip Lewis, Director, Instructional Materials
Chicago City Schools, Chicago, Illinois

With the aid of 2 x 2 slides, Dr. Lewis presented a rapid and comprehensive over-view of recent developments in the growing edges of educational media adaptation. He dealt with 8mm. motion pictures; closed circuit television; remotely controlled projection systems; electronic devices for storage, retrieval, transmission, and display; and control in various instructional problems.

Discussion

TUESDAY AFTERNOON

PANEL: "Reactions and Recommendations for Education of Teachers"
Workshop members express their views.

Dr. Maurice Ahrens, University of Florida
Dr. Donald Allen, University of South Florida
Mrs. Edith Roberts, Florida Southern College

Discussion

Evaluation: Dr. Sam H. Moorer, State Department of Education

Adjournment

AVAILABLE FILM RECORDINGS AND PAPERS

Four 16mm. films based upon some of the conference demonstrations were produced through video tape recording by WUFT, Gainesville, and will be available on loan from the State Department of Education, Tallahassee. Major addresses of the conference were recorded, and some of these have found their way into the literature. Anyone desiring material related to a specific presentation should contact the person who gave it. A staff photographer of the University of Florida was employed to provide photographic coverage on the activities of the conference.

The attempt to make video tape recordings of some of the major demonstrations was undertaken in an effort to preserve these presentations in the form

of 16mm. sound film for later use in teacher-training programs and in local in-service training workshops. Several of the conference demonstrators were asked in advance to consider the possibility of repeating their demonstrations in the studios of WUFT for this purpose. Unfortunately, many of the demonstrations involved the use of materials which were not cleared for use on television. Others involved extensive use of materials designed for overhead or opaque projection. Legibility standards, though quite appropriate for these media, were not adequate for reproduction by television. Still other demonstrators did not feel willing for one reason or another, to attempt an adaptation of their presentations to television within the time available to them during their visit in Gainesville.

This experience seems to re-emphasize the difficulty of adapting to television, presentations which are not planned and executed especially for this particular medium.

One demonstration was repeated successfully in the studios of WUFT during the course of the conference - the presentation of Mrs. Audrey Wrye on the use of television in elementary teaching. Others dealing with manipulative materials in mathematics and science and multi-media utilization in elementary schools were recorded by WUFT subsequent to the close of the conference.

FISCAL ADMINISTRATION

All funds received from the Unites States Office of Education were deposited with the State Treasurer in a Federal Trust Account. The total amount of the grant was released by the State Budget Commission for expenditure in accordance with the purposes outlined in the grant. All expenditures were first authorized by the director of the project and subsequently were reviewed for compliance with regulations by the fiscal administrator. They were then processed in the manner used regularly by the State of Florida for all purchases. The non-discrimination clause was made a part of every purchase order.

PROCEDURES AND FORMS

Responsibility for the conduct of the conference was placed upon the State Department of Education under the terms of its contract with the United States Office of Education. Expenses of the project were borne by the United States Office of Education, as outlined in the contract budget and in the above Fiscal Report. The project was coordinated by the State Department of Education Consultant in Audio-Visual Education under a line of responsibility from the State Superintendent of Public Instruction through the Division of Instructional Services. Fiscal administration was conducted by an Assistant Director for Finance, attached to the Division of Finance of the State Department of Education. All local arrangements, technical services, and social activities were handled by the University of Florida through its College of Education and its Division of Broadcast Services. No staff personnel of the State or the University were remunerated for services under the contract.

Forms used for assigning memberships for participation to the several teacher-education institutions and for obtaining information from speakers and demonstrators are reproduced on the following pages. Standard state forms were used for reporting travel expense, purchasing, and other financial matters. Evaluation formas are included in the next section.

MEDIA DEMONSTRATION AND WORKSHOP

MEMBERSHIP LIST FORM

Name of Institution: _____

Number of Memberships Assigned: _____

I. Roster of Members:

Name of Member	Position, title, or field (In what area of teacher education is each individual primarily concerned)

II. Travel Information:

Number of persons traveling to and from Gainesville: _____

Number of persons traveling by common carrier: _____

Indicate names of persons traveling by common carrier so that state travel requests may be sent to them. State travel requests are not transferrable.

If you wish to take advantage of the provisions for exceptional cases in which persons may want to attend a portion of the Workshop, please give names of these persons, indicate the portion of the Workshop that they will attend and indicate whether they will travel by automobile or common carrier.

Please return this form by December 1st to Barry Morris, State Department of Education, Tallahassee.

Signature: _____
Dean of Education

FLORIDA MEDIA DEMONSTRATION AND WORKSHOP

CONFERENCE INFORMATION SHEET FOR SPEAKERS AND DEMONSTRATORS

Name: _____

Address: _____

Present Position: _____

Educational Background (Degrees, where earned, etc.): _____

_____

_____

Experience Background (Major positions held, notable achievements, professional distinction, offices held in professional organizations, etc.): _____

_____

_____

_____

_____

_____

Description of Presentation (Brief outline of content, special techniques to be demonstrated, outcome and/or advantages inherent in method or media being demonstrated, types of media involved, etc.):

_____

_____

_____

Equipment to be furnished by Host Institution (List any audio-visual equipment or special facilities which you want the host institution to provide for you.) (NOTE: Your presentation will be made in an auditorium which can be darkened. The usual accoutrements such as stage, public address system, projection screens will be available.):

_____

_____

_____

Will you travel by Common Carrier? ____ Name of Airline or Railroad _____
What time and what day will you arrive in Gainesville? _____
What is your planned departure time? _____
Would you like a room reserved for your stay in Gainesville? _____

EVALUATION
MEDIA DEMONSTRATION AND WORKSHOP
JANUARY 25-30, 1962

PROCEDURE

Each participant was given an evaluation form and requested to turn it in at the close of the morning session on Tuesday. A total of 70 forms were returned and tabulated. The complete tabulation and individual comments are included at the close of this summary.

SUMMARY

The largest group of participants (16 persons) consisted of those who work primarily in the field of educational media (library, AV, TV, etc.). This group was followed closely by those who work in teacher training in the field of elementary education (15 persons). Teacher trainers in special subject fields included science, mathematics, English, history, business education, and music. The remainder was scattered among those whose work was mainly with secondary education, general methods, psychology of learning, internship, administration, curriculum, and supervision.

A fair majority felt that the demonstration and workshop were too long. Most people considered the other time allotments about right.

Topics considered in the general sessions were of great interest to a large majority of participants. Demonstrations by Peterson and Kidd and the lecture by Rivlin were of greatest interest to the participants, followed closely by Lewis's presentation.

Concurrent activities (graphics laboratory, equipment laboratory, reference center, film discussions) were of great interest to a majority of participants.

Most of the participants reported that the workshop was successful in presenting new ideas. Addresses of major speakers and demonstrations in general sessions were considered the most helpful aspects.

Most of the participants felt that ideas, information, and skills presented had some practical value to them in their working situations. Most hoped to utilize some or many workshop learnings.

As to overall evaluation, 26 participants felt that the demonstration and workshop gave them some new ideas but mainly concentrated on areas not part of their primary responsibility. Twenty-three felt it adequately met their needs to improve professional confidence, while 10 said it was of little value to them in their own work. The "highlights" of the entire conference were certain addresses and demonstrations.

A wide variety of recommendations and advice for future development and next steps were given.

A tabulated copy of the evaluation form is included along with a tabulation of a post card questionnaire sent to participants a month after the conference.

TABULATION
EVALUATION FORM
MEDIA DEMONSTRATION AND WORKSHOP
JANUARY 25-30, 1962

Check the one area with which you feel most closely allied.

7	Secondary Education
15	Elementary Education
16	Educational Media (Library, AV, TV, etc.)
2	General Methods
8	The Teaching of a Particular Subject (What Subject?_____)
5	Psychology of Learning
4	Internship
4	Administration
9	Curriculum and Supervision

Purposes of the Media Demonstration and Workshop:

1. To demonstrate some of the more significant applications of modern communications media to education and show their implications for teacher training.

2. To provide opportunity for faculty members of teacher education institutions to work with and to develop improved competence in the use of newer educational media.

Purpose of the Evaluation Form:

The purpose of this evaluation form is to secure your opinion as to the degree to which you feel that the Media Demonstration and Workshop was successful in accomplishing the purposes for which it was designed. Please refer to the statement of purposes above and fill our the form in light of your best judgment on each item.

I. TIME ALLOTMENTS

1. The Demonstration and Workshop as a whole was:

   (a) 38 too long; (b) too short; (c) 26 about right

2. The time allotted for the General Sessions was:

   (a) 14 too long; (b) 1 too short; (c) 46 about right

3. The time allotted for demonstrations was:

   (a) 17 too long; (b) 9 too short; (c) 35 about right

4. The time allotted for concurrent activities was:

   (a) 21 too long; (b) 6 too short; (c) 32 about right

II. TOPICS OF GENERAL INTEREST

1. Topics considered in the General Sessions were of:

(a) 42 great interest; (b) 2 no interest; (c) 9 indifference; (d) 7 some interest

III. ADDRESS OR DEMONSTRATION (Check only those at which you were present)

1. Thursday	Great interest	No interest	Indifference	Some interest
Address: The New Media Program and Learning Theory	24	9	15	4
Demonstration: Visual Techniques in Teaching Composition	55	1	4	1
Demonstration: Overhead Projection	31	7	17	
Friday				
Address: The New Media in Teacher Education	53	2	4	
Demonstration: Integrated Cross Media Use	34	5	16	1
Demonstration: From the Lab	17	16	21	2
Demonstration: Creative Use of Tape Recorder	21	11	20	3
Saturday				
Demonstration: Cross Media, Primary Grades	20	13	15	2
Demonstration: New Media in the Upper Elementary Grades	12	17	15	3
Demonstration: From the Lab	13	10	19	3
Demonstration: Use of Television in the Classroom	32	2	15	
Sunday				
Demonstration: From the Lab	8	5	11	
*Film Showing: "Conquest"	8	7	9	

* "Conquest" did not arrive. Shakespearean film was shown instead.

Monday	Great interest	No interest	Indifference	Some interest
Demonstration: Cross Media Techniques in Biology	33	4	10	3
*Demonstration: Micro-Projection Visuals in Junior High School Science	28	6	12	4
Demonstration: Manipulative Materials in Mathematics	50	1	3	
Demonstration: Programed Learning and Self-Learning Devices	27	5	11	6
Tuesday				
Address: Acceptance-Rejection Theory in Utilization of New Media	32	4	10	4
Demonstration: Blue Skies in Media Development	45		2	1
IV. CONCURRENT ACTIVITIES				
Graphics Laboratory	32	1	16	3
Equipment Laboratory	33	1	15	2
Reference Center	24	4	18	4
Film Discussions	25	8	17	3

V. ACQUISITION OF NEW IDEAS

1. The Media Demonstration and Workshop was successful in presenting:

   (a) 24 many new ideas; (b) 36 few new ideas; (c) 4 no new ideas

2. I felt that the most helpful aspect of the demonstration and workshop to me was:

   (a) 42 addresses of major speakers

   (b) 31 demonstrations in general sessions

   (c) 6 concurrent activities

* Demonstration of PSSC Physics techniques was substituted here due to illness of the scheduled demonstrator.

VI. IDEAS, INFORMATION, AND SKILLS OF PRACTICAL VALUE

1. I believe that learnings gained from the meeting as a whole, when applied to my own working situation, will have:

   (a) 30 great practical value

   (b) 22 little practical value

   (c) 5 no practical value

   (d) 4 undecided

2. When I return to my regular job, I shall hope to utilize or experiment with:

   (a) 14 many things I have learned here

   (b) 42 some things I have learned here

   (c) 4 none of the things I have learned here

VII. OVERALL EVALUATION

1. In all, it is my feeling that the Media Demonstration and Workshop:

   (a) 23 Adequately met my needs to improve my own professional competence

   (b) 26 Gave me some new ideas, but mainly concentrated on areas which are not part of my professional responsibility

   (c) 10 Was of little value to me in my own work responsibility

2. In my opinion, the highlight of the Demonstration and Workshop was:

VIII. LOOK INTO THE FUTURE

It seems to me that a logical and significant "next step" which might be taken by the State of Florida in advancing information about new media and skill in their use would be:

FOLLOW-UP QUESTIONAIRE

(Post card sent to participants a month after the conference)

I HAVE APPLIED OR BEGUN TO APPLY TO MY WORK SOME IDAS GAINED AT THE CONFERENCE - - -

12 TO A GREAT EXTENT

45 TO SOME EXTENT

8 NOT AT ALL

MY ATTITUDE TO THE POTENTIAL VALUE OF AUDIOVISUAL AND OTHER MECHANICAL OR ELECTRONIC INSTRUCTIONAL AIDS HAS CHANGED - - -

(CHECK TWO)

24	GREATLY	54	FOR
26	SLIGHTLY		
12	NOT AT ALL	1	AGAINST

I WOULD LIKE TO ATTEND ANOTHER SUCH CONFERENCE ON EDUCATIONAL MEDIA WITHIN THE NEXT YEAR OR TWO - - -

41 VERY MUCH

2 NOT AT ALL

21 IF PLANNED BETTER TO PROVIDE FOR